



WXYZ

ORDER

Print Date 08/17/12

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Flight Dates **08/04/12-08/07/12**

Order Sep 00:20:00

Contract / Revision **306934 /**

Product

Estimate #

Nancy Cassis For Congress 08.04-1

Alt Order #

Original Date / Revision
08/03/12 08/03/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser **Cassis / Republican / Congr**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency **Jamestown Associates**

Demographic A35+

Buying Contact

Rev Codes POL POL CAND

**5 Mapleton Road
Suite 300
Princeton, NJ 08540**

**5 Mapleton Road
Suite 300
Princeton, NJ 08540**

Sales Office EWSDC

Product Codes PL

Sales Region NAT

Priority P-1

Agency Ref

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	21	\$8,393.75	\$9,875.00	0.00	07/30/12	08/07/12	21	\$8,393.75	\$9,875.00
Totals	21	\$8,393.75	\$9,875.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/04/12	08/07/12	5am News M-F 5am News M-F	CM	5-6am M-F	MT-----	:30	4	\$200.00	P-4	0.00 NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week: 07/30/12		08/05/12	-----				0		\$0.00			0.00		
Week: 08/06/12		08/12/12	MT-----				4		\$200.00			0.00		
N 2	WXYZ	08/04/12	08/07/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week: 07/30/12		08/05/12	-----				0		\$0.00			0.00		
Week: 08/06/12		08/12/12	MT-----				2		\$800.00			0.00		
N 3	WXYZ	08/04/12	08/07/12	5p News	CM	5-6pm M-F	M-----	:30	1	\$500.00	P-4	0.00 NM	1	\$500.00

Totals	21	\$9,875.00
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